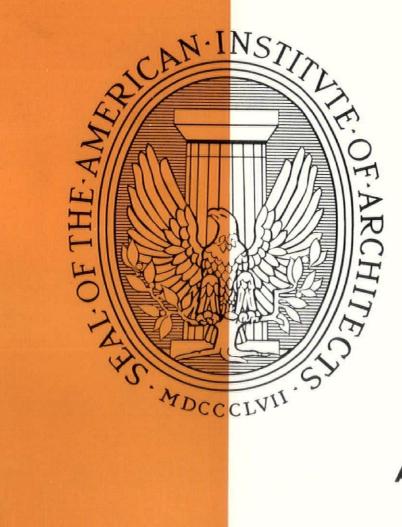
MAY 1960

Wisser n sin

Architects

ANTHITECTS

ANTH



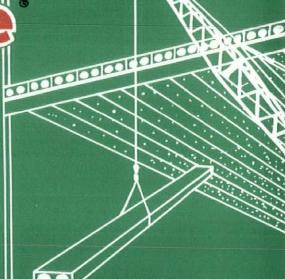
AIA Administrative Structure Revised

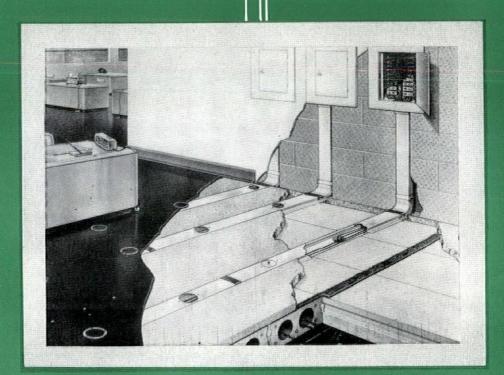
A.I.A. FILE 4K

flexicore

0 0

PRECAST
CONCRETE
FLOOR AND
ROOF SYSTEM





REMEMBER — Flexicore can be used as UL labelled electrified core raceways with Conduflor fittings.

MID STATES CONCRETE PRODUCTS CO.

BELOIT, WISCONSIN

It's easy to see the advantages of FORRER'S efficiency – plus planning



...in this general office at Wisconsin Packing Company. Forrer specialists carefully translated each special job requirement, plus office work flow into colorful, durable Steel-case desks, chairs, and filing system. This Efficiency-Plus design meets all job conditions right on-the-job, and yet, it's flexible enough to meet ever-changing needs.

Why not call Forrer's design-minded efficiency experts, today? They'll be happy to show you the many time-and-money-saving advantages of Efficiency-Plus Planning. They'll be glad to make a survey of job requirements and work flow

in your office or company, at no obligation to you, translating various planning "plus factors" in terms of higher employee morale and greater efficiency for your organization.

FORTER COMPANY

727 East Wisconsin Avenue Milwaukee 2, Wisconsin BRoadway 1-8140

FREE PARKING...behind our showroom



clean-line aluminum railing



BOLD-FORM

DESIGN

-for the client who seeks the best!

Decorative aluminum railing—such as these—fabricated by Architectural Art combine the soft warmth of natural wood with the smartness of modern aluminum—to offer a welcome freedom in functional design to commercial and industrial architects.

The clean, crisply flowing lines of Architectural Art's exciting new aluminum railings give a new dimension in bold simplicity... that easily blends with any building design or construction. They offer the architect unlimited flexibility and scope in application, yet the ease of fabrication affords the economy of using mass-produced materials.



Many equally interesting designs are available for consideration. For complete information—or consultation on specific design problems, write: Architectural Art Mfg., Inc., 3239 North Hillside, Wichita, Kansas.



ARCHITECTURAL ART MFG., INC.

Fabricators of distinctive low-cost aluminum railing





Chapter Notes

TWO AIA MEMBERS have been appointed to the Task Force for Study on Administration of the State Building Construction Program and Space Utilization, a sub-committee of the Governor's Committee on Business Practice. They are: Joseph H. Flad, AIA, representing the Wisconsin Chapter, AIA; and Lloyd Knutsen, AIA, representing Allis-Chalmers Manufacturing Company.

THE INSURANCE COMMITTEE plans to make an announcement in May concerning its year's study on hospital and surgical insurance for chapter members.

The BOARD OF DIRECTORS at its April meeting placed the Wisconsin Chapter on record in favor of Bill HR7123, and letters have gone to Wisconsin congressmen stating this position. The bill would amend section 162 of the Internal Revenue Code which permits tax deductions for "Ordinary and necessary" business expenses, by adding this short paragraph: "Expenses lawfully incurred in supporting or opposing or otherwise influencing legislation in the Congress or in a State legislature or in the legislative body of a county or other local governmental agencies or in any submission of proposed legislation to the voters, shall be allowed as proper deductions from gross income."

Discussing his bill in the House, Representative Hale Boggs (Louisiana) said, "The right of the people to petition the Congress of the United States is as old as the Constitution itself . . . to hamper by any means, insidious or unintentional, the open and candid expression of opinion by our people at the forums pro-

vided by the Constitution would undermine the democratic processes by which we remain free."

Boggs continued, "The economic system under which we live today is shaped by political action through legislation. A union member, a business owner, a stockholder, a customer, each in his or her own economic capacity has a vital interest in our activity as Members of Congress . . . Tax laws should not be utilized for penalizing any taxpayer who lawfully wishes to express his views on legislative problems."

SPEAKERS for the architectural profession include: Jack Kloppenburg on March 9 at Nicolet High School; Gene Wasserman at the Sheboygan Lions Club on March 15; and Murray Kinnich at Menomonee High School April 28.

WOMEN'S ARCHITECTURAL LEAGUE members in Milwaukee saw a color slide presentation by Chapter member Harry E. Patterson, Jr. at a seminar on April 6. The slides and comments were a comparison of Frank Lloyd Wright's Johnson Wax Research and Administration Center with other structures in the United States and Europe. Madison League members saw the films "Architecture, USA" and "What Is a House" at their April 11 meeting.

TWO NEW ARCHITECT IN TRAINING enrollees are: William P. Cotton, Jr., a Junior Associate member of the Chapter employed by the Milwaukee firm of Darby-Bogner and Associates; and Ronald A. Perner, employed by Charles Haeuser, Milwaukee.

The Wisconsin Architect, Volume 28, Number 5, the official publication of the Wisconsin Chapter, American Institute of Architects, is published monthly with the assistance of the Chapter Office 4003 West Capitol Drive, Milwaukee 16, UPtown 1-9450. Edited and published by Betty and Jack Russell, SP. 1-1507. Subscription rates are \$5.00 per year.

Wisconsin Chapter American Institute of Architects

4003 W. Capitol Drive, Milwaukee 16, Wisconsin Telephone UPtown 1-9450. Executive Secretary, Mrs. Ruth Hill.

Officers

President	1212	West	Wiscon	sin,	John Brust Milwaukee
Vice-President					ark Purcell
Secretary-Treas	urer . 1249	N. F	anklin	John Pl.,	n P. Jacoby Milwaukee

Directors at Large

Joseph H. Flad, 2525 University Ave., Madison Wallace R. Lee, Jr., 797 N. Jefferson, Milwaukee Mark Purcell, 1920 Monroe Street, Madison Francis J. Rose, 757 N. Broadway, Milwaukee Frank C. Shattuck, 174 E. North Water St., Neenah Karel Yasko, Stale Office Bldg., Madison

Division Directors

Milwaukee: Clinton Mochon,

11121 W. Oklahoma Avenue
Frederick J. Schweitzer,
316 E. Silver Spring Dr.

Madison: William Kaeser, 3407 Circle Close
Nathaniel W. Sample,
953 University Bay Dr.

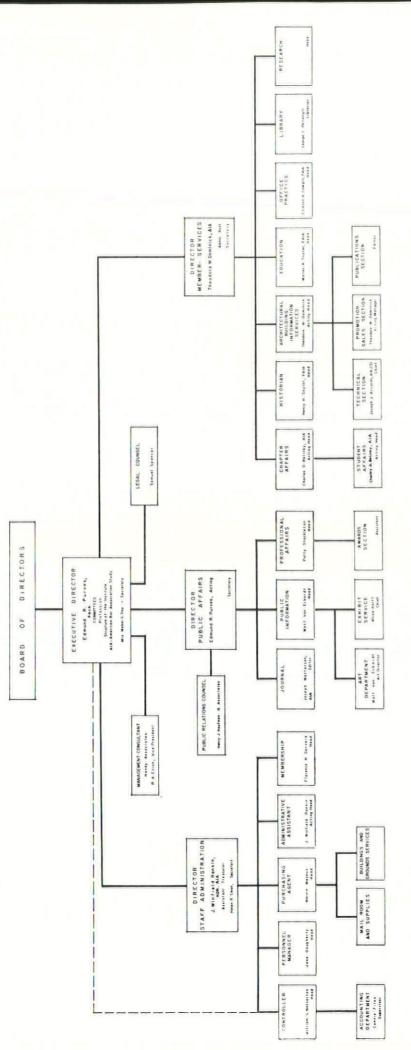
Northeast: Leonard Reinke, 805 Main St., Oshkosh.
Julius Sandstedt, 103 Otter St.,

Oshkosh

Division Officers

Milwaukee: President, Clinton Mochon 11121 W. Oklahoma Ave. Vice-Pres. Sheldon Segel 8949 N. Lake Drive Sec.-Treas. Abe Tannenbaum 2465 W. Capitol Dr. President, Robert Torkelson Madison: 2020 University Ave. Vice-Pres. Harold Ames 2020 University Ave. Sec.-Treas. Herbert Bradley 5137 Loruth Terrace Northeast: President. Melvin Siewert 174 E. North Water, Neengh Vice-Pres. Robert Sauter 125 W. College Ave. Appleton Sec.-Treas. Lawrence Bray 1544 N. 21st St. Sheboygan

REVISED AIA ADMINISTRATIVE STRUCTURE



COMMITTEES

- 3. Performance Appraisal......a. To appraise Division Directors, committee is composed of President,
 Secretary and Executive Director.

- b. To appraise Department Heads, committee is composed of Division Directors and Executive Director.
 c. To appraise others, committee is composed of Division Director concerned and Director, Staff Administration.
- 4. RatingEach Division Director, Personnel
 Manager and Management Consult-
- 5. Job Evaluation.................Each Division Director and Management Consultant.

OCTAGON ODYSSEY

by Ruth Hill, Executive Secretary
Wisconsin Chapter, AIA

Those AIA and Wisconsin Chapter members who visit Washington, D. C. and have not become acquainted with the charming red brick estate on New York Avenue will do well to include the Octagon on their intinerary when in our nation's capital. The awe which encompasses the viewer upon entering the neatly land-scaped grounds turns to amazement as he travels the labyrinth of halls in the addition which once was a coach house.

The White House and the Octagon are relatives, in a way. Both date from the beginnings of government in the national capital; the White House was started first but the Octagon was first completed. Both have served as the official residence of the President. Both have reached the age when circumspect facelifting seemed advisable. Both have become so deeply ensconced in the affections of Washington that the seasoned citizen feels an almost personal pride of ownership and also of responsibility for their safekeeping.

My first visit to the headquarters of the AIA after five years of association with this organization came last month when I attended a two-day meeting of Chapter Executives there. Twenty-four men and women gleaned an array of information concerning the physical and intangible workings of this vast and powerful organization. They returned to their home chapters, as I did I am sure, with a broader understanding of the work and far-reaching effects of the AIA, and a bubbling enthusiasm for greater things to come.

On Monday morning, March 21, Edmund Purves, FAIA, Executive Director of the Institute, opened the session by tracing briefly the history of the organization. He explained the organization of the staff and previewed the future of the AIA which now has a membership of 13,000 architects and an operating budget in excess of \$1,200,000. Seventy persons comprise the staff of the Octagon.

The Institute has just completed a revamping of its administrative structure under the direction of a management consultant. The chart on the page opposite shows the breakdown of the revamped staff.

Throughout the morning of the first day of the meeting, various staff members spoke and explained the operation of their particular department.

Wolf Von Eckhardt, head of the Public Information Department, pointed out that while the budget for public relations is necessarily small for such a large organization (\$50,000 annually), much is accomplished. He stated that the AIA public relations program is a doit-yourself program; that the bulk of the job of gaining good will is that of the Chapters; and that the AIA job is to advise the Chapters how to accomplish this. Mr. Von Eckardt also observed that the Octagon's public relations staff works with national magazines

and TV networks to plan long-range programs and articles.

Internal relations are another job of this department. Practically every written thing produced for the Octagon is approved by the public relations staff, including the reviewing of documents.

It is the function of the public relations department to produce special documents to assist chapters as evidenced by two new kits: The Community Planning Kit which contains a series of reprints of articles from various sources on accomplishments in community planning; and the Speakers and Press Kit composed of articles and speeches outlined for use by Chapters.

The public relations coordinating committee under the guidance of this department, works with other national organizations, such as the National Association of Home Builders and the Producers' Council.

Mr. Von Eckardt concluded his remarks by reemphasizing that the bulk of the public relations work rests on the Chapters' shoulders.

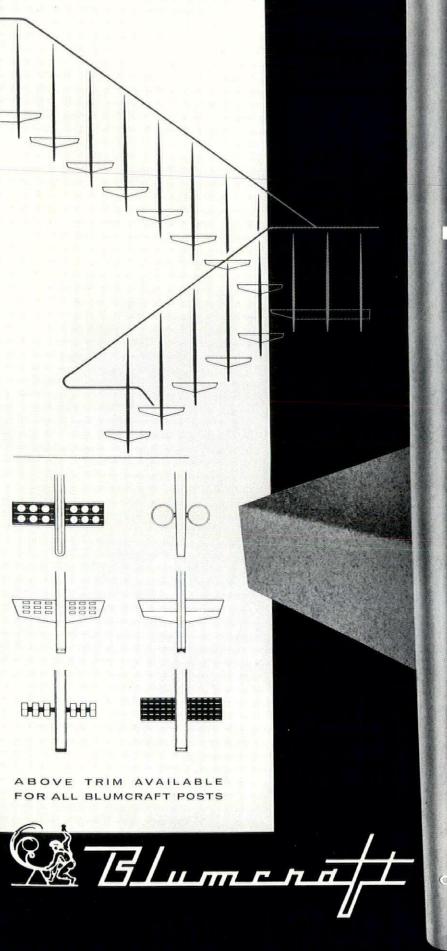
Robert R. Denny, Public Realtions counsel for the AIA, described the work of the AIA in public relations as "creating a climate or umbrella under which local chapters can work more effectively." He cited many specific cases where this had been accomplished, particularly with the NAHB. The Institute has been trying to effect a liaison between the NAHB and thereby assist in improving home design. It currently is endeavoring to set up a program at the national level which will be available at local levels within the next year or two. In speaking of the public relations department, Mr. Denny stated, "Its main function is to get the professional story down to the grass roots level."

The public relations department of the AIA has conducted regional public relations workshops throughout the country. The Wisconsin Chapter is planning to hold such a workshop in the very near future with other Chapters in the North Central States Region.

Plans in the offing, Mr. Denny explained, include a film on community planning, a full-length motion picture dealing with architects and architecture, and a series of articles to be mailed with the AIA Memo on such topics as individual architects' problems in promoting themselves more, an insight into the client's position, and what the architect's role in the community work should be.

Mr. J. Winfield Rankin, Director of the Staff Administration Division, outlined the work of each of the three Institute divisions and their future plans. He stressed that members must support the AIA insurance program collectively to keep premiums to a minimum.

Theodore Dominick, Director of Member Services, reviewed the work on the Building Products Registry (continued on page 12)



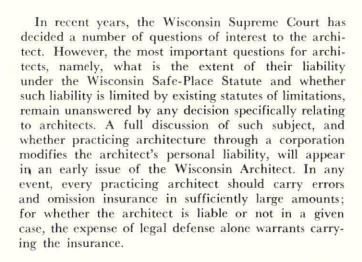
NEW TREATMENT
FOR PRE-CAST TREADS
STAIR RAIL MOUNTINGS
WITH BUILT-IN STEEL
ANCHOR ASSEMBLY

PITTSBURGH

SEND FOR COMPLETE GENERAL CATALOG OF ALUMINUM RAILINGS AND GRILLS
COPYRIGHT 1960 BY BLUMCRAFT OF PITTSBURGH . . 460 MELWOOD ST., PITTSBURGH 13, PENNSYLVANIA

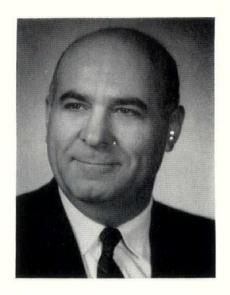
LEGAL MISCELLANY

by Gerald J. Rice, Legal Counsel Wisconsin Chapter, AIA



Re: Association With Unregistered Designer

Of the following cases reported on in this issue, only one deals directly with architects. In Kempf - vs. -Joint School District (1959), 6 Wis. 2d 95, 94 N.W. 2d 172, a registered architect and an unregistered designer signed a contract to prepare plans and specifications for a school building. The unregistered designer negotiated the contract and received all payments made under the contract; and paid the architect for his "direction" in the preparation of plans and specifications and for placing his seal on the plans. The Wisconsin Supreme Court held that, although the two were not engaged in a continuing business as partners, the single association under the contract in question constituted a "firm" under Sub-section (7) of Section 101.31 Stats. which authorizes practice of architecture by a "firm, co-partnership, corporation or joint stock association" under the conditions set forth in such Sub-section. But the Court went on to say that such "firm" could not lawfully practice architecture because the registered architect did not own a majority of the capital interest in the firm. The Court also held that because the services were rendered unlawfully, the School District did not



have to pay for an unpaid balance of the fee charged, but could not recover the fees it had paid because it was known to the School District that the designer was unregistered, and hence the School District was "particeps criminis".

Re: Notice of Excavation

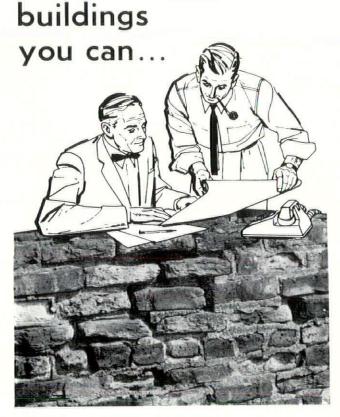
In Drott Tractor Co. — vs. — Kehrein, 275 Wis 320 (1957), our Wisconsin Supreme Court affirmed its earlier 1925 opinion (Christensen — vs. — Mann, 197 Wis. 567, 204 N.W. 499) in which it said, "In order that the owner of property who excavates his soil in close proximity to his neighbor's building may be immune from a claim for damages, the law also imposes upon him the duty of giving reasonable and timely notice to his neighbor, so that the latter may use such means as he may deem proper to protect his own structures, and a failure to give such notice, in the absence of knowledge on the part of the neighbor, would be negligence".

It will be noted that the owner of property has the duty to protect his own property if his neighbor excavates adjacent land. However, under the above rule he is entitled to fair notice and ample time to protect against such excavation. While an architect is not charged with such duty of giving notice, it is good practice to urge both the client owner and the excavating contractor to have their lawyers give ample notice by registered mail (receipt demanded) to the owners of land adjacent to that about to be excavated.

Re: Unforseen Extras

In Thomsen-Abbott Const. Co. — vs. — Wausau, 9 Wis. 2d 225 (1959), the plaintiff contractor sought to recover from the defendant city for the extra costs of "dewatering" the building site made necessary by the concrete-footing plans so as to place most of the footings considerably below the ground water table.

The work in question was performed under A.I.A. (continued on page 8)



rely on Spray·O·Bond experts!

Has a client ever asked you to recommend an organization which can repair the type of damage shown above? Or, in planning additions to property, have you advised cleaning existing buildings? Usually, specialists are required!

Since 1926, the Spray•O•Bond company has serviced Commercial, Industrial, Institutional and Municipal properties throughout Wisconsin and Upper Michigan. Each job is guaranteed against faulty materials and workmanship. Our know-how, skilled technicians, experienced engineers and modern equipment can mean a better maintained building at lower cost for your clients.

- Cleaning
- Waterproofing
- Tuckpointing
- Concrete Restoration

SPRAY-O-BOND CO.

2225 N. Humboldt Ave. Milwaukee 12, Wis.

Out-of-town inquiries please call COLLECT... FRanklin 2-3800

Legal

from page 7

General Conditions, including Article 15 which reads in part: "Should conditions encountered below the surface of the ground be at variance with the conditions indicated by the drawings and specifications, the contract sum shall be equitably adjusted upon claim by either party made within a reasonable time after the first observance of the conditions".

First, the Court held Article 15 to be a legal provision to include in a public contract, ruling that "changes made after the letting of a public contract, which alter the manner of construction but do not substantially change the character of the bulding or unreasonably increase its costs, and are made pursuant to a provision in the contract permitting such changes, legally may be made without pursuing the statutory steps required to be taken before the letting of the original contract".

However, the Court refused recovery for "dewatering". The Court pointed out that the contract in question also provided for the payment for additional concrete occasioned by the alteration of the foundation design due to local conditions at the unit price of \$74.00 per cubic yard; and that when the contractor had made its bid, it knew that the bottoms of the footings were six inches below the water-table level; so that when the architect on the job issued a change order lowering the footings, a different method of construction was not required.

Hence, because a different method of construction was not required, the contractor was allowed to recover only for the cost of the additional concrete at the unit-price, but not for the cost of "dewatering".

Re: Approval of Building Inspector Does Not Excuse Violation of Building Code

In Park Bldg. Corp. — vs. — Industrial Commission, 9 Wis. 2d 78 (1960) the Wisconsin Supreme Court has ruled that the owner of a building which does not comply with the State Building Code is not to be relieved of a penalty or excused from compliance with the Code because the building was constructed with the acquiescence of an inspector of the Commission. The Court said, "Neither the Commission or any of its employees has any statutory power to waive such a violation".

Re: Unjust Enrichment With Building Materials

In Kelley Lumber Co. — vs. — Woelfel, 1 Wis. 2d 390 (1957), lumber was furnished to a carpenter contractor who constructed a residence on a lot owned jointly by the contractor and his wife, the Court found that the wife knew of such construction and assented thereto and accepted the lumber. When the property was sold the proceeds were deposited in a joint account. The contractor died and his wife acquired the account as surviving joint tenant. The Court held that, not-withstanding there was no express contract whereby the wife obligated herself, and notwithstanding the lumber company failed to claim a mechanics lien, it was entitled to recover from her on the basis of "quasi contract", since she should not be "unjustly enriched".



New York chooses <u>concrete</u> for 398-family housing project!

Nine contractors competed and every one bid lower in concrete than in steel (actually 7 of the 9 bid concrete lower than anyone offered steel!)

The New York City Housing Authority reports a saving of \$313,180 by using concrete frame and floor construction for the three 20-story buildings of the new Woodrow Wilson Housing Project. But such savings were not unexpected!

Concrete has been the Authority's preference for all of its buildings during the last twelve years. For example, back in 1947 the NYCHA took bids for the Lillian Wald 16-building project. \$880,000 in savings with concrete resulted. So a policy decision was made to stay with concrete for future projects.

In the intervening years, no fewer than 84 concrete frame projects were completed or in partial operation. They provided housing for 95,454 families. And thanks to concrete, we estimate the Housing Authority saved no less than \$66,000,000!

More and more builders of all sizes are today demonstrating that when America builds for economy . . . it builds with concrete!

New York's Woodrow Wilson Houses. Architect: Pomerance & Breines, New York, N.Y. Structural Engineer: James Ruderman, New York, N.Y. Contractor: Leon D. DeMatteis Construction Company, Elmont, Long Island, N.Y.

PORTLAND CEMENT ASSOCIATION

735 North Water Street, Milwaukee 2, Wisconsin A national organization to improve and extend the uses of concrete

FOR STRUCTURES...
MODERN
CONCrete

For long spans at low cost get the facts now on the

CONCRETE



Enjoy the design freedom that prestressed concrete structural members afford you . . . light, shallow, long-span members free from cracks or disturbing deflections, even under the most extreme conditions of service. And with Concrete Research, you also benefit from the quality and reduced cost of factory-controlled production . . . delivery and production schedules you can depend on.

CONCRETE RESEARCH INC.

P.O. Box 491, Waukesha, Wis. SP 1-1510







Welcome Aboard . . .

The Wisconsin Chapter, AIA, welcomes the following who recently have been accepted or advanced in membership:

CHARLES H. HARPER, AIA, has advanced from Associate member. He was born in Milwaukee in 1927. He received his Bachelor of Architecture from Cornell in 1953 where he was employed by the College of Engineering during his last two years as instructor in Descriptive Geometry. Harper recently established his own architectural firm in Milwaukee. He practiced previously with Maynard W. Meyer and Associates and Eschweiler and Eschweiler. Harper has served with the United States Army.

LLOYD O. KREUGER, AIA, advanced from Associate member, was

born June, 1921, in Grinnell, Iowa. He received his Bachelor of Architecture in 1959 from the University of Michigan. He has been employed by the Madison firm of Siberz, Purcell and Cuthbert since



1950. Krueger was a navigator with the United States Air Force and lists his hobbies as hunting, fishing, sports and painting. In 1959 he received a citation for his work as president of the Madison Sertoma Club.

RUFIN R. NACZINSKI, AIA, advanced from Associate member, was



born in 1925 in Racine. He received his Bachelor of Science Degree in Architectural Engineering in 1950 from North Dakota State and has been with the Racine firm of Frank J. Hoffman since

1951. He also attended Middle Georgia College and the University of Wisconsin Extension in Racine. Naczinski served as an Air Force pilot in World War II and lists his hobbies as photography, sketching and golf.

STANLEY L. NERDRUM, AIA, a new Corporate member, was born in Milwaukee in 1904. He received his



Bachelor of Architecture degree from Columbia University in 1931. He was employed by the Madison firm of John J. Flad from 1948 to 1951 when he joined the Division of Architecture, State of Wis-

consin, where he is still employed. He lists his hobbies as travel, gardening and curling.

JAMES G. NEU's photograph arrived after publication of the April,

1960 WISCONSIN ARCHITECT in which his biography appeared. This will introduce Junior Associate member James G. Neu, who has been draftsman and field superintendent with the South Milwaukee



firm of Zarse Associates, Inc., since June, 1959.

FREDERIC T. NUGENT, AIA, advanced from Junior Associate mem-



ber, was born in Freeport, Illinois in June, 1929. He received a Bachelor of Arts Degree from Amherst College, a Bachelor of Architecture, from Columbia University in 1955, and studied at Fontainbleau in

the summer of 1953. He was selected as student delegate to the AIA national convention in Boston in 1954. He has been a partner with the Madison firm of Ames, Torkelson and Nugent since February, 1959. He lists his hobbies as sports cars, woodworking and travel.

DALE M. WIAR's biography appeared in the October, 1959 WIS-

CONSIN ARCHITECT. He is a Junior Associate member and a transfer from the Toledo Chapter, AIA. He is employed by the firm of Zarse Associates, Inc., South Milwaukee.

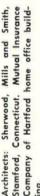


1960 First Honor Awards of the American Institute of Architects

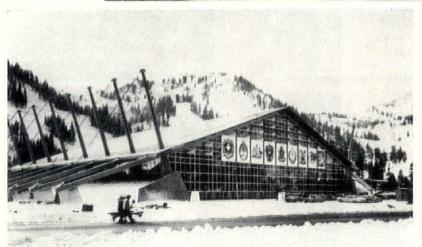
In addition to those structures pictured below, First Honor Awards went to: Robert L. Geddes, Melvin Brecher, and Warren W. Cunningham, partners in the Philadelphia firm of Geddes, Brecher, Qualls for the Moore School of Electrical Engineering at the University of Pennsylvania; and the Long Beach firm of Killingsworth, Brady and Smith for the residence of Mr. and Mrs. Richard Opdahl, Long Beach, California.



Architects: Eero Saarinen and Associates, Birmingham, Michigan. Associate architects: Eng, Qvam and Kiaer. United Etates Embassy Office Building, Oslo. K. Teigen photo, Oslo.







Architects: Corlett and Spackman, Kitchen and H San Francisco. Blyth Olympic Arena, Squaw Valley.



TABLES, FILES, STOOLS AND SUPPLIES OF ALL KINDS AND MAKES

A. I. A. FORMS

PHOTOCOPIES
REPRODUCED TRACINGS

SCHMITT Blueprint co.

BROADWAY 6-1761
628 N. BROADWAY MILWAUKEE

NOVOTNY

INC.

647 W. Virginia St. Milwaukee 4, Wisc.

J. A. L.

J. C.

BR. 6-1899 - BR. 2-4183

F. H. LAWSON CO.

Medicine Cabinets Bathroom Accessories

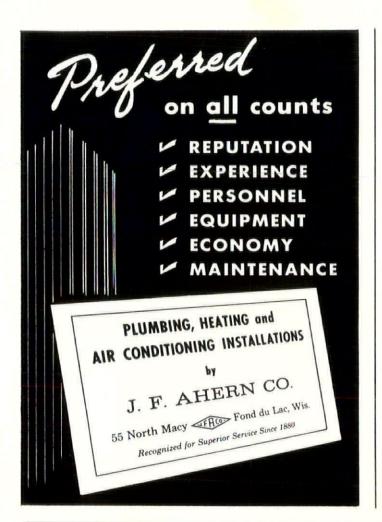
CHICAGO HARDWARE FOUNDRY CO.

SANI-DRI Electric Hand and Hair Dryers SANI-DRI Bowlers' Hand Dryers

SANI- PRODUCTS
Restaurant Stools and Tables

VISADOR CO.

Distinctive Wood Door Lights and Louvres



which will provide technical data on projects. It will also serve as a guide to product literature, but will not replace it.

The afternoon of the first day's meeting was an open forum discussion with sundry subjects from dues (ranging from \$35 for Corporate members in one state to \$95 plus additional assessments on employees in another) to referral lists, services of chapter offices, chapter

publications and more public relations.

The second day's major topic of discussion was legislation—national and local. The Executive Secretary of the New York Society of Architects outlined that group's legal problems. Much time and expense has been incurred during its fight against the package dealer. Albert Brown of the New Jersey Chapter discoursed on the \$20,000 spent by that Chapter in seven months and estimated an additional \$20 to \$25 thousand may be necessary within the next year. The New Jersey Chapter's legal battles are a parallel to the story of the Wisconsin Chapter and the right of any engineer to stamp plans. It was shown that each Chapter has its individual problems but they basically encompassed the same difficulties.

Mr. Purves discussed the roles played by the Institute in matters affecting national legislation, and cited the confidence placed in the AIA by requests of governmental bodies for staff personnel to act as consultants on matters affecting the construction industry.

The final session of the meeting was another general discussion on AIA procedures and policies. The overwhelming consensus by both staff members and visitors was that the two days were extremely worthwhile for all concerned.

NOW IS THE TIME TO INSTALL ELECTRIC AIR CONDITIONING

Hot days hold no horrors for occupants of buildings where air conditioning is on the job. Everybody feels better, works better — when excessive heat and humidity are eliminated.

Your clients will find that year 'round airconditioning pays dividends. Its benefits show up in employe morale — results in better processing, selling or servicing. Ask your consulting engineer about the advantages of electric air conditioning.

WITH AIR CONDITIONING

AIR CONDITIONING

WISCONSIN ELECTRIC POWER COMPANY

SPANERETE

prestressed precast concrete floor and roof systems

An ever-increasing number of architects are specifying Spancrete, because it assures greatest load-carrying capacity, while keeping building costs at a minimum. Additional bonus: Spancrete concrete floor and roof systems reduce construction time . . . save on materials, labor and supervision . . . rate highest in versatility and flexibility.

For the complete quality-economy story . . . and before planning your next building project . . . contact your Spancrete representative.





WEST ALLIS CONCRETE PRODUCTS CO.

8714 W. Schlinger Ave. • Milwaukee 14, Wis. • SP. 1-0100 1000 W. College Ave. • Appleton, Wis. • RE. 4-9271

DESCO

VITRO

GLAZE

of WISCONSIN

816 NORTH OXFORD AVENUE EAU CLAIRE, WISCONSIN G and R

TERRAZZO

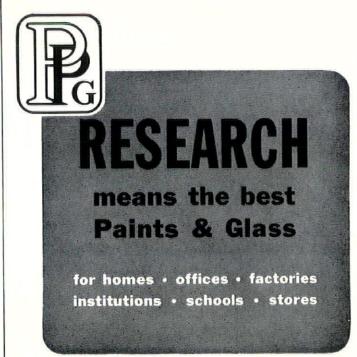
and TILE

COMPANY

816 NORTH OXFORD AVENUE EAU CLAIRE, WISCONSIN

BADGER METER MANUFACTURING COMPANY SELECTS PIPKORN FACE BRICK





Paints · Glass · Chemicals · Brushes · Plastics · Fiber Glass

PITTSBURGH PLATE GLASS CO.

620 South First Street . Milwaukee, Wis.

DoxPlank

FOR SPEED IN CONSTRUCTION AND ECONOMY



Architect: Myles E. Belongia

Made Under Patent No. 2696729

Holy Family School Cudahy, Wisconsin

DoxPlank FLOOR and ROOF SYSTEMS

The DOX PLANK system was selected for use in this modern school because it combines the high compressive strength of concrete and the high tensile strength of steel. DOX PLANK features make it the favorite of architects, engineers and contractors for use in schools, commercial buildings, factories, apartment houses and private homes. It offers the special advantages listed below.

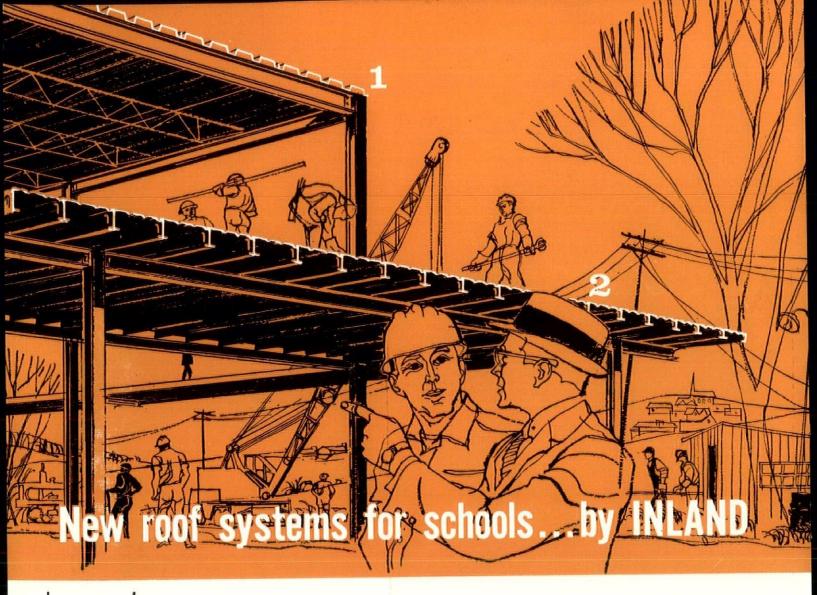
- Economical
- Is Fire Resistant
- Saves Time and Labor
- Immediate Working Deck
- Speeds Building Occupancy
- Reduces Cold Weather Delays
- Conforms With Standard Building Practices
- Eliminates Hazards of Improper Field Construction

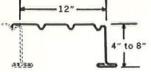
VanderHeyden inc.

Serving the Building Industry Since 1912

6633 W. National Ave.

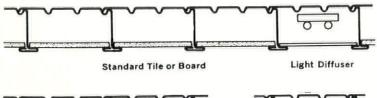
Milwaukee, Wis.

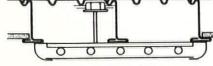




T-STEEL. — New! Galvanized. For clear spans to 32'0". Adaptable to acoustical and flush, luminous ceiling treatments. Provides superior diaphragm to transmit seismic and wind loads.

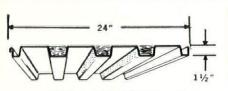
Ceiling Treatments with T-Steel Deck





200

Lath-and-Plaster Fireproofing Surface-Mounted Fixture



TYPE B ACOUSTIDECK — For purlin spacings from 6' to 10'. Uses minimum of 1" rigid insulation board.

12"

TYPE C ACOUSTIDECK — For purlin spacings from 10' to 20'. Uses minimum of 1½" rigid insulation board.

Complete structural systems that broaden your latitude in planning ceilings, lighting, acoustics —within realistic budget boundaries

1. Acoustideck for gymnasiums, other activity areas

Combines steel roof deck and acoustical ceiling with Noise Reduction Coefficient of .70.

Erected fast in any weather that a man can work. Interesting ribbed underside provides an attractive ceiling.

New Inland T-Steel Roof Deck for clear-ceiling classrooms

Especially suitable over classrooms of 26' to 32' spans—or other areas where you want an attractive unbroken ceiling surface.

You can use various types of acoustical tile — provide a flush, luminous ceiling — or leave the underside exposed and painted.

Write for catalogs 240, 241, and 246 or see Sweet's, sections 2c/Inl and 11a/In. Inland Steel Products Company has trained sales engineers capable of giving you the benefit of their diversified experience on specific problems. Write or call your nearest Inland office.



ENGINEERED PRODUCTS DIVISION

INLAND STEEL PRODUCTS COMPANY

Dept. E. 4081 West Burnham Street, Milwaukee 1, Wisconsin